



# Keyboard 2013 MEDIA KIT

Stage Skills. Studio Smarts.

I N P R I N T • O N L I N E • I N P E R S O N

## MISSION

# Keyboard

## Stage Skills. Studio Smarts

For more than 35 years, *Keyboard* has forged a legacy of leadership in providing technical know-how to keyboard players, composers, and producers. From lessons penned by music's brightest stars, to hands-on workshops that help players master the latest tools, to the most heavily-cited equipment reviews in the business, *Keyboard* is the only place to learn which notes to play and which knobs to turn—empowering musicians of all styles and skill levels to use music technology the way they want to.



*"Sweetwater has been advertising with Music Player publications for many years. We make that investment because we know their magazines are reaching the right customers."*

Marc Silver

Director of Partner Marketing  
Sweetwater Sound



# HOW DO YOU CONNECT?

### WE HAVE THE BIGGEST AUDIENCE

NewBay Music Group reaches over 5 million musicians through our print magazines, online properties and live events.

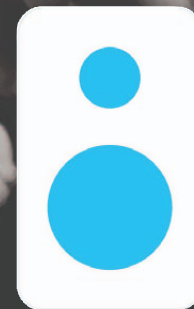
### WE HAVE THE BEST AUDIENCE

NewBay Music Group readers are seriously obsessed musicians, each with an average annual household income of over \$98,000 and a demonstrated propensity to buy.

### WE OFFER THE GREATEST VALUE

With our unparalleled reach, NewBay Music Group has the lowest CPM in the market.

# NEWBAY MUSIC GROUP



bassplayer

electronic  
MUSICIAN

GUITAR  
AFICIONADO

GuitarPlayer

GUITAR  
WORLD

Keyboard

REVOLVER

\*Publisher's Own Data/Google Analytics. Figure represents the total duplicated reach across multiple media channels plus pass-along data.  
\*\*Source: 2011 Keyboard In-House Survey Of Subscribers

B I G G E S T A U D I E N C E

B E S T A U D I E N C E

G R E A T E S T V A L U E



The *Keyboard* audience is comprised of serious, modern music makers, passionately invested in *Keyboard*'s editorial mission with the financial means to feed their obsession for new gear.



The *Keyboard* audience expands beyond our print magazine into our unique web visitors, social networks, eNewsletter subscribers and more.

Every month, we reach more than **143,000** dedicated musicians and proven buyers.\*

## DEMOGRAPHICS\*\*

### Well-Educated & Affluent

**62%** of subscribers have a Bachelor's degree or higher.  
Household income: **\$104,168**.

### Serious Musicians

**96%** of subscribers have been playing keyboards for more than 10 years.  
**97%** play others instruments as well.

### Loyal & Engaged

Subscribers have received or regularly read *Keyboard* for an average of 17.6 years.  
**83%** of subscribers read half or more of the advertisements in *Keyboard*.  
**79%** visited an advertiser's website as a result of reading advertisements in *Keyboard*.  
**60%** purchased a product as a result of reading advertisements in *Keyboard*.  
**83%** advise others on choosing gear.  
**78%** DO NOT read *Sound On Sound*.  
**75%** DO NOT read *Recording*.  
**50%** DO NOT read *Electronic Musician*.

### Plan To Purchase

**48%** plan to purchase a keyboard synth or keyboard controller in the next 12 months.  
**38%** plan to buy a microphone.  
**45%** plan to purchase multichannel recording systems (hardware & software).  
**46%** plan to purchase an effects or amp-modeling product.  
**50%** plan to buy cables.

\*Source: Publisher's Own Data/Google Analytics; Figure represents the total duplicated each across multiple media channels plus pass-along data.

\*\* Source: 2011 *Keyboard* In-House Survey Of Subscribers



Advertising in the pages of *Keyboard* puts you in front of engaged, proven buyers like no other publication—at rates that deliver superior return on investment

Subscribers have received or regularly read *Keyboard* for an average of 17.6 years.\*  
**83% of subscribers** read half or more of the advertisements in *Keyboard*.\*  
**79% visited an advertiser's website** as a result of reading advertisements in *Keyboard*.\*  
**76% conducted an internet search** as a result of reading advertisements in *Keyboard*.\*  
**60% purchased a product** as a result of reading advertisements in *Keyboard*.\*  
**83% advise others** on choosing gear.\*

*"We advertise with Keyboard because Keyboard reaches the demographic that we are most interested in... the serious musician."*

**Mike Adams**  
**President**  
**Moog Music Inc.**

*B I G G E S T A U D I E N C E • B E S T A U D I E N C E • G R E A T E S T V A L U E*



[illegible]

**Specialty Advertising provides cost-effective solutions to advertise your singular brand in the pages of *Keyboard*. There's a section to fit every budget, target every audience and meet every goal.**

**The Classified Ad:** The most economical way to advertise and offers both display and text only options.

**Product Spotlight:** Clean, straightforward marketing. You provide ad text and a product photo, and we do the rest.

**The Marketplace:** Choose from four different ad sizes. Competitively priced rates in this easy-to-find section.

*"Although many companies have moved to electronic media, it constantly surprises when we ask what folks read and how they prefer to get their news. Time after time, specialty magazines come up on top. Electronic Musician and Keyboard are the only magazines that really talk to today's keyboard player and are primary vehicles for us to get to these important musicians."*

***Peter Janis***  
***President***  
***Radial Engineering Ltd.***

# eNEWSLETTER: KEY NEWS



The **KEY NEWS** weekly eNewsletter goes direct to over 32k opt-in subscribers. With superior reach and open rates, **KEY NEWS** is an exceptional value to connect with engaged musicians worldwide.

- 32,000+ subscribers\*
- 128,000+ impressions monthly\*
- Optimized for social media

Ad Units

728x90

300x250

Product Spotlight

**Custom eNewsletters:** Get front and center with our opt-in audience. This exclusive spotlight is one of the most effective ways to deliver your branded message about your latest product release.

- 22,000+ opt-in subscribers\*

*"Keyboard magazine reaches Yamaha's core demographic of professional keyboardists and dedicated hobbyists. We view NewBay Media as an important industry partner to encourage more and more people to enjoy performing and creating music, not just a place to put advertisement for our products."*

Athan Billias  
Director Of Marketing  
Yamaha

\*Publisher's Own Data/Google Analytics



Advertising on KeyboardMag.com is a proven way to market your products and drive visitors to your site. The unmatched depth of gear reviews and the diversity of artist coverage of KeyboardMag.com connects you to the most passionate network of players worldwide.

## Ad Units

728x90

300x250

160x600

Custom units available



Our web reach is bolstered by our robust and passionate social media networks, driving traffic back to our sites and connecting you with new markets.



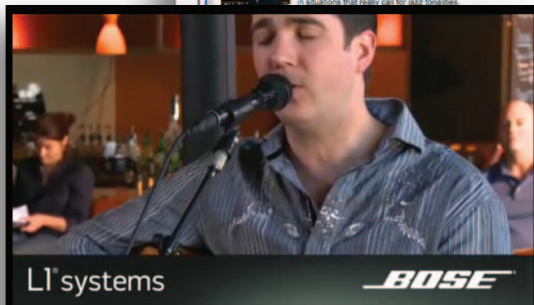
## Rich Media Opportunities

- \* Interstitial/Prestitial
- \* Content Sponsor
- \* Footer
- \* Interactive Slider
- \* Floating Ad
- \* Page Takeover
- \* Cover Wrap
- \* Video
- \* Clickable Wallpaper
- \* Expanding

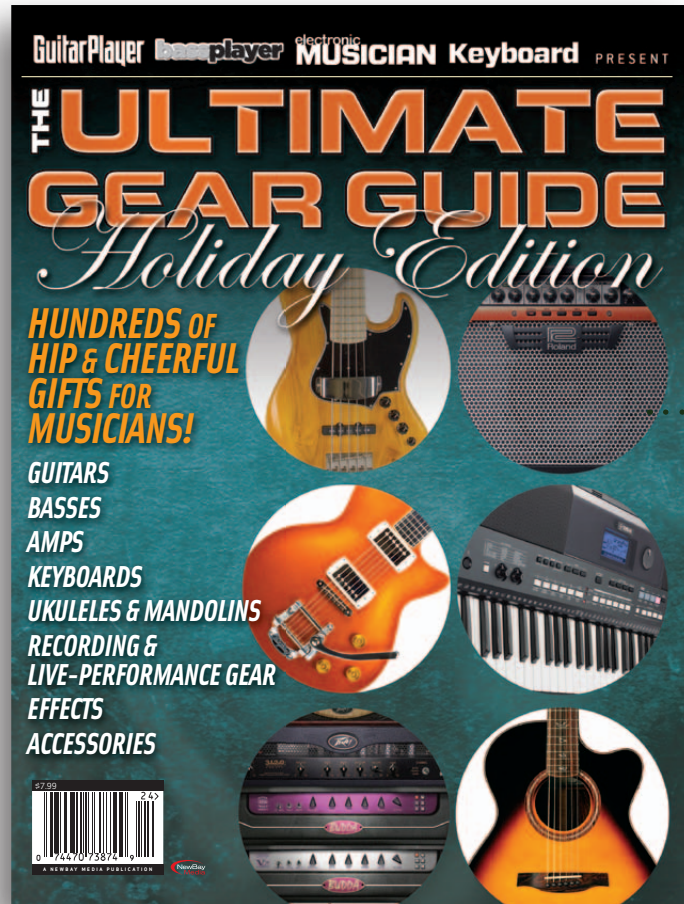
**Video advertising:** Guaranteed exposure in one of our most highly-trafficked sections. Engage musicians worldwide with custom videos, banners and pre-rolls. Control and brand the entire viewing experience for demos, new product launches and promotions.

Channel Sponsorship

Pre-roll Advertising







The Holiday Ultimate Gear Guide is a highly anticipated annual title, with exclusive, specialized content that highlights the latest music production and recording gear. Timed for peak buying seasons, this is a 'don't miss' publication with national newsstand distribution.

*Holiday Ultimate Gear Guide* beyond just guitar and bass. HUGG includes keyboard, recording and technology products categories. On newsstands for the peak holiday retail season.

**30,000 print issues** via national newsstand distribution including all major music retail locations

**AD CLOSE:** 08/21/13

**MATERIALS DUE:** 08/27/13

**ON SALE:** 10/15/13

\*Publisher's Own Data/Google Analytics



# MEDIA SCHEDULE

## Keyboard

EVERY ISSUE OF *KEYBOARD* DELIVERS ESSENTIAL COVERAGE ON...

**SYNTHS | SOFTWARE | SOUNDS:** The most trusted and objective musical instrument and pro audio product reviews.

**ARTISTS:** Intimate interviews and lessons with legends and breakout artists across all styles.

**TECHNIQUES:** Tech tutorials to help you get the most out of your synths, software, recording rig, and live gear.

COVER DATE	SPECIAL FEATURE	GEAR ROUNDUP	DEADLINES	BONUS DISTRIBUTION
February		Powered Monitors	Ad Close: 11.28.12 • Materials Due: 12.04.12 • On Sale Date: 01.22.13	Winter NAMM
March		Keyboard Combo Amps	Ad Close: 12.26.12 • Materials Due: 12.28.12 • On Sale Date: 02.19.13	
April	NAMM Gear	"Do Everything" Gigging Keyboards	Ad Close: 01.23.13 • Materials Due: 01.29.13 • On Sale Date: 03.19.13	SXSW
May	Pianos	Affordable Acoustic Pianos	Ad Close: 02.20.13 • Materials Due: 02.26.13 • On Sale Date: 04.16.13	Musikmesse
June	Vintage Keys	Virtual Vintage Instruments	Ad Close: 03.27.13 • Materials Due: 04.02.13 • On Sale Date: 05.21.13	
July		Exotic Synth Modules	Ad Close: 04.24.13 • Materials Due: 04.30.13 • On Sale Date: 06.18.13	Gearfest
August	Music Education	Digital Pianos For Home & Stage	Ad Close: 05.29.13 • Materials Due: 06.04.13 • On Sale Date: 07.23.13	Summer NAMM
September	Hall of Fame	Best Synths For Controlling Your Studio	Ad Close: 06.26.13 • Materials Due: 06.28.13 • On Sale Date: 08.20.13	
October		Soft Synths For Sound Design	Ad Close: 07.24.13 • Materials Due: 07.30.13 • On Sale Date: 09.17.13	
November	New Talent	Notation Software	Ad Close: 08.28.13 • Materials Due: 09.03.13 • On Sale Date: 10.22.13	AES
December	Holiday Gifts	Budget Home Studio Gear	Ad Close: 09.25.13 • Materials Due: 10.01.13 • On Sale Date: 11.19.13	
January	Reader's Poll	Orchestral Sounds	Ad Close: 10.23.13 • Materials Due: 10.30.13 • On Sale Date: 12.24.13	

## Keyboard

### Classified Rates

1" h x 2.25" w	\$170.00
1" h x 4.75" w	\$310.00
2" h x 2.25" w	\$310.00
1/6 pg 4" h x 2.25" w	\$450.00
1/6 pg 2" h x 4.75" w	\$450.00
1/3 V 8.25" h x 2.25" w	\$895.00
1/3 SQ 4" h x 4.75" w	\$895.00
1/2 H 4" h x 7.25" w	\$1,225.00
1/2 V 7" h x 4.75" w	\$1,225.00
FP 8.5" h x 7.25" w	\$2,065.00

### TEXT ONLY

\$2.60 per word

50¢ additional per word for boldface

25¢ additional per word for all capital letters

\$7.00 for address (name through your zip code)

\$30.00 minimum, 3 month minimum schedule

Phone number, website address, or e-mail address counts as one word

### Product Spotlight Rates

1x: \$720 ea.

3x: \$670 ea.

6x: \$620 ea.

12x: \$540 ea.

Subject to availability - 3 month minimum placement

### Custom eBlast

Quoted on Request Client-provided content and graphic and/or repurposed *Keyboard* editorial email blast to entire *Keyboard* email subscriber list. Additional MPN lists available at incremental CPM. Editorial custom content creation costs quoted on demand.

Display Advertising	1x	3x	6x	12x
Full Page	\$7,925	\$7,830	\$7,585	\$7,140
2/3 Page	\$5,975	\$5,900	\$5,725	\$5,385
1/2 Page	\$5,030	\$4,970	\$4,830	\$4,560
1/3 V	\$4,295	\$4,245	\$4,080	\$3,835
1/3 SQ	\$3,900	\$3,855	\$3,710	\$3,485
1/4 Page	\$2,895	\$2,870	\$2,780	\$2,595
1/6 Page	\$1,385	\$1,355	\$1,320	\$1,235
FP Spread	\$13,265	\$13,095	\$12,695	\$11,955
1/2 Spread	\$9,055	\$8,950	\$8,700	\$8,190
First RHP				\$7,820
Cover 2				\$8,040
Cover 3				\$7,730
Cover 4				\$10,735

### KeyboardMag.com Rates

Ad Unit	Size	CPM	Description/Position
Leader Board	728x90	\$35	1 per page view; located above header on all pages
Medium Rectangle	300x250	\$20	2 units per page; one top right, one bottom right (bottom left on homepages)
Large Skyscraper	160x600	\$25	1 unit per page; located upper right, center margin above fold
Rich Media	Quoted on Request		

Monthly CPM rates are based on volume and duration as well as other contracted MPN custom and advertising packages

### eNewsletter Rate Card

Ad Unit	Size	Rate	Description/Position
Leader Board	728x90	\$1750	Top-level placement with text above the opener
Medium Rectangle	300x250	\$675	3 units; Left Hand Side
Product Spotlight	Photo/text	\$375	Three photo/text/link listings available per weekly newsletter

### Marketplace Rates

Ad Size	Ad Rate 3x	Ad Rate 6x	Ad Rate 12x
Full Page: 10.875" h x 9" w	\$3,345	\$3,180	\$3,015
1/2 Page: 4.75" h x 7.75" w	\$1,930	\$1,835	\$1,740
1/4 Page Vertical: 4.75" h x 3.75" w	\$1,195	\$1,135	\$1,075
1/4 Page Horizontal: 2.25" h x 7.75" w	\$1,195	\$1,135	\$1,075
1/8 page horizontal: 2.25" h x 3.75" w	\$720	\$680	\$645



# MATERIAL SPECIFICATIONS

## Keyboard PRINT ADVERTISING SPECIFICATIONS

Ad Size(WxH)	Trim Size	Live Matter	Bleed Size
FP SPREAD	18" x 10.875"	17.125" x 9"	18.25" x 11.125"
FULL PAGE	9" x 10.875"	8.125" x 9"	9.25" x 11.125"
2/3-PAGE V.	5" x 9.75"	—	—
1/2-PAGE V.	5" x 7.25"	—	—
1/2-PAGE H.	7.75" x 4.75"	—	—
1/3-PAGE V.	2.375" x 9.75"	—	—
1/3-PAGE SQ.	5" x 4.75"	—	—
1/4-PAGE V.	3.75" x 4.75"	—	—
1/6-PAGE V.	2.375" x 4.75"	—	—

### E-NEWSLETTER TECHNICAL SPECIFICATIONS

Banner Advertising Sizes:

- 728x90 Leader board
- 300x250 Medium Rectangle

**Ad Format:** GIF or JPEG files only. No Rich Media. Animated GIFs OK.

**File Size:** Not to exceed 40k for Leader-board and Medium Rectangle banners and 25k for Product Spotlights.

**Materials due:** Three days prior to mail date.

**Include with artwork:** URL and alt text.

**Product Spotlights:** Product photo (.gif, .jpg, 72 dpi), and text copy (email or attached Word file).

**Cancellation Policy:** Sponsorships require a 2-week written cancellation notice. Monthly pricing for all eNewsletter advertising is predicated on a minimum 3 consecutive month schedule.

### MPN ONLINE ADVERTISING

Banner Advertising Sizes:

- 728x90 Leader board
- 160x600 Skyscraper
- 300x250 Medium Rectangle

**File Specifications:** Formats currently accepted: .gif, animated .gif, .jpg, .html, Flash, Unicast, PointRoll, Eyeblander.

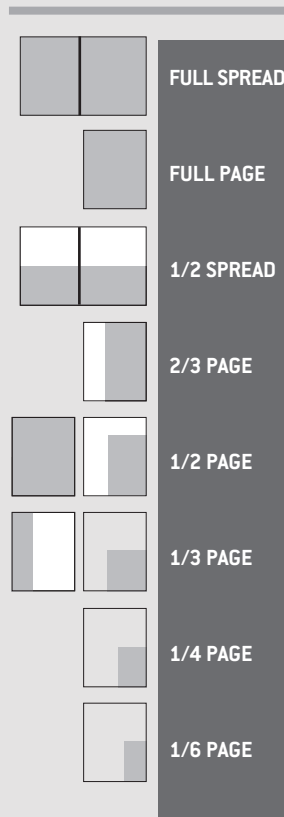
**Non-accepted formats:** Java, Java Applet, Video.

**Frames and looping for animated**

**.gifs:** 4 frame max. with no more than 3 loops. Will accept most 3rd-party ad tags including DART, Adknowledge, 24/7 and L90. All 3PAS must be accompanied by anti-caching documentation.

**Materials due:** Two (2) business days prior to posting.

**Include with instructions:** Referring URL and alt text. All online advertising has a 90-day minimum frequency.



### AD SUBMISSION INSTRUCTIONS

Please have print advertising materials posted directly to [www.newbayadportal.com](http://www.newbayadportal.com).

Our preferred file format for digital ad files are **high res Adobe Acrobat® PDF/x1a**. In Illustrator, or InDesign — Save ad as PDF, then select PDFx1a when options come up for PDF preset settings.

\* When using this site, all pages must be sent as individual PDF files.

#### How To Use The New Ad Portal Site -

1. Go to: [www.newbayadportal.com](http://www.newbayadportal.com)
2. Click on "Create Your Account" button.
3. Fill out the necessary information (name, phone #, e-mail address, etc.).
4. Create your own username & password

#### Once logged in -

1. Click on "Submit a New Ad or Pickup an Existing Ad"
2. Choose the publication you're submitting to from the selection, Press continue
3. Choose issue type (defaulted to Standard), issue date, ad size, and bleed from drop-down menu
4. Fill in all other pertinent information (Headline, Advertiser, special notes, color, etc.)
5. Navigate to PDF file through "Browse" button
6. Select file and choose "Upload File"
7. You will then see a preview of your ad. Approve preview by pressing the REVIEW POSITION button.
8. Press the REJECT or APPROVE button.

You will receive a confirmation that your ad was successfully uploaded. Then you'll receive an e-mail from newbayadportal.com that specifies whether your ad passed or failed. If your ad failed, you must resubmit a corrected file.

**If any revisions are needed, please contact the production manager immediately: Amy Santana, 650-238-0264, [asantana@musicplayer.com](mailto:asantana@musicplayer.com)**

**Agency Commissions:** 15% of gross billing allowed to recognized advertising agencies on space, color, and position, provided account is paid within 30 days of invoice date. Commission is not allowed on other charges such as backing up inserts, trimming, printing of inserts, etc. No cash discounts. Note: The 15% commission will not be allowed on any bills past due 30 days or longer. Prepayment: Accounts with no previous credit history with NewBay Media, LLC (NBM) are required to make prepayment by space order deadline. Publisher reserves the right to decline acceptance of any advertisements for which prepayment has not been received on or before the material

deadline. **Billing:** Invoices are issued approximately one week after the issue has been mailed. Payment to be rendered in U.S. dollars within 30 days. **Billing Frequency:** Based on number of ads 1/4-page or larger inserted within a 12-month period. Spreads count as two insertions. 1/6-page ads may be counted toward frequency with 1/6-, 1/4-, and 1/3-page ads only. Failure to meet frequency terms will result in a short-rate adjustment. **Combined Frequency:** Ads may be combined in other select NBM publications for maximum frequency. **Insertion Orders:** All ads must be accompanied by a signed insertion order (email confirmation or purchase order also accepted) or ads will not run.

### SPECIAL POSITIONS

Specified pages or proximity to monthly columns, add 15% to applicable rates (only for full-page or larger; specify on insertion order). Position is not guaranteed if material is late. Continuous page placements, 15% extra after first page. Information in this document is subject to change without notice.

#### NewBay Media, LLC

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[www.musicplayer.com](http://www.musicplayer.com)



## About NewBay Media LLC

NewBay Media's market leading brands are centered on five vertical markets -- Pro Audio, Broadcast & Video, Musical Instruments, AV/Consumer Electronics and K-12 Education. NewBay publishes and produces more than 40 publications and show dailies, 50 websites, 30 daily and weekly E-Newsletters, and 50 events and Expos, annually. NewBay reaches more than eight million readers in print and one million online and in person -- around the world in more than 100 countries. Additional information on NewBay can be found by visiting [www.nbmedia.com](http://www.nbmedia.com).

## About the NewBay's Music Group

Reaching over 5 million music professionals and enthusiasts every month, the NewBay Music Group is the world's largest publisher of guitar magazines, digital media, and events. Anchored by Guitar World, the world's largest guitar magazine, and Guitar Player, the most trusted guitar brand for over 40 years, the Music Group also includes Bass Player, Guitar Aficionado, Revolver, Electronic Musician, and Keyboard media brands, as well as Bass Player Live, The Rock & Roll Roast, and Revolver GoldenGods events.

## Keyboard

Stephen Fortner, Editor  
650-238-0290  
[sfortner@musicplayer.com](mailto:sfortner@musicplayer.com)

## ADVERTISING CONTACTS

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## SPECIALTY SALES ADVERTISING

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